

ORDER

KSNV

Orders

Order / Rev: 102176
Alt Order #: 06817336
Product Desc: DEM CONG. CAMP COMM
Estimate: 1199
Flight Dates: 10/11/12 - 10/15/12
Original Date / Rev: 05/25/12 / 07/17/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency

Name: Great American Media
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser

Name: Democratic Congressional Campaign
Demographic: A35+
Product Codes: PLI2
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	91	\$59,025.00	\$50,171.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	91	\$59,025.00	\$50,171.25	0.00
Totals	91	\$59,025.00	\$50,171.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	30%	\$59,025.00
Market	100%	\$196,750.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	24%	\$47,220.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$31,480.00
KTUD	1%	\$1,967.50
KVVU	20%	\$39,350.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	9%	\$17,707.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/11/12	10/15/12	M-F 5-6a WakeUp w/Wa@M	5-6a		M--TF--	:30	4	\$400.00	1	0.00	NM	4	\$1,600.00
WAKE UP WITH THE WAGNERS CHANGE IN START DATE TO 10/11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/11/12	10/17/12	M--TF--			4			\$400.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/11/12	10/15/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners WAKE UP WITH THE WAGNERS CHANGE IN START DATE TO 10/11	CM	5-6a	M--TF--	:30	4	\$400.00	1	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/11/12	10/17/12	M--TF--					4	\$400.00		0.00			
E 2	KSNV	10/11/12	10/15/12	Wake Up Early w/ Wagners Wake Up Early Wagners WAKE UP EARLY W/THE WAGNERS CHANGE IN FLIGHT DATE TO 10/11 START	CM	430a-5a	M--T--S	:30	5	\$200.00	1	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/11/12	10/17/12	M--T--S					5	\$200.00		0.00			
E 3	KSNV	10/11/12	10/15/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS CHANGE IN START DATE TO 10/11	CM	6-7a	M--TF--	:30	5	\$725.00	1	0.00	NM	5	\$3,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/11/12	10/17/12	M--TF--					5	\$725.00		0.00			
E 4	KSNV	10/11/12	10/15/12	Today Show Today Show TODAY SHOW CHANGE IN START DATE TO 10/11	CM	658a-9am	M--TF--	:30	4	\$900.00	1	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/11/12	10/17/12	M--TF--					4	\$900.00		0.00			
E 5	KSNV	10/13/12	10/13/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY NEWS 3 AT SUNRISE	CM	6a-7a	-----S-	:30	1	\$375.00	1	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-					1	\$375.00		0.00			
E 6	KSNV	10/13/12	10/13/12	Saturday Today Saturday Today SATURDAY TODAY	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-					1	\$625.00		0.00			
E 7	KSNV	10/14/12	10/14/12	News 3 Sunrise - SUNDAY News 3 Sunrise SUNDAY NEWS 3 AT SUNRISE	CM	6a-7a	-----S	:30	1	\$375.00	1	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S					1	\$375.00		0.00			
E 8	KSNV	10/14/12	10/14/12	Sunday Today Sunday Today TODAY ON SUNDAY	CM	7a-8am	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S					1	\$500.00		0.00			
E 9	KSNV	10/14/12	10/14/12	News 3 Today Wknd News 3 Today NEWS 3 TODAY/WKEND	CM	9a-930am	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S					1	\$500.00		0.00			
E 10	KSNV	10/14/12	10/14/12	Chris Matthews 9:30AM Chris Matthews SUN 9:30am CHRIS MATTHEWS SHOW	CM	9:30a-10a	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S					1	\$500.00		0.00			
E 11	KSNV	10/11/12	10/15/12	M-F Today Show II 3rd Hour M-F Today Show II TODAY SHOW II CHANGE IN START DATE TO 10/11	CM	9-10a	M--TF--	:30	5	\$425.00	1	0.00	NM	5	\$2,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/11/12	10/17/12	M--TF--					5	\$425.00		0.00			
E 12	KSNV	10/11/12	10/15/12	M-F Today Show III 4th Hour Today 4th Hour TODAY SHOW III CHANGE IN START DATE TO 10/11	CM	10am-11am	M--TF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/11/12	10/17/12	M--TF--					5	\$325.00		0.00			
E 13	KSNV	10/11/12	10/15/12		CM	11am-12pm	M--TF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00

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Rachael Ray Rachael Ray RACHEL RAY CHANGE IN START DATE TO 10/11 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/11/12 10/17/12 M--TF-- 5 \$325.00 0.00															
E 14	KSNV	10/11/12	10/15/12	Noon News Noon News	CM	12-1230pm	M--TF--	:30	5	\$425.00	1	0.00	NM	5	\$2,125.00
NEWS 3 AT NOON CHANGE IN START DATE TO 10/11 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/11/12 10/17/12 M--TF-- 5 \$425.00 0.00															
E 15	KSNV	10/11/12	10/15/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	M--TF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
NEWS 4: THE AGENDA CHANGE IN START DATE TO 10/11 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/11/12 10/17/12 M--TF-- 5 \$325.00 0.00															
E 16	KSNV	10/11/12	10/15/12	The Doctors The Doctors	CM	2pm-3pm	M--TF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
THE DOCTORS CHANGE IN START DATE TO 10/11 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/11/12 10/17/12 M--TF-- 5 \$325.00 0.00															
E 17	KSNV	10/11/12	10/15/12	Dr. Phil Dr Phil	CM	3-4p	M--TF--	:30	5	\$450.00	1	0.00	NM	5	\$2,250.00
DR. PHIL CHANGE IN START DATE TO 10/11 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/11/12 10/17/12 M--TF-- 5 \$450.00 0.00															
E 18	KSNV	10/11/12	10/15/12	News 3 at 4 News 3 at 4	CM	4-430p	M--TF--	:30	4	\$725.00	1	0.00	NM	4	\$2,900.00
FIRST NEWS 3 AT FOUR CHANGE IN START DATE TO 10/11 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/11/12 10/17/12 M--TF-- 4 \$725.00 0.00															
E 19	KSNV	10/11/12	10/15/12	News 3 at 430pm News 3 at 4:30PM	CM	430-5pm	M--TF--	:30	5	\$725.00	1	0.00	NM	5	\$3,625.00
NEWS 4 AT 430P CHANGE IN START DATE TO 10/11 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/11/12 10/17/12 M--TF-- 5 \$725.00 0.00															
E 20	KSNV	10/11/12	10/15/12	M-F Early News M-F Early News	CM	5-630p	M--TF--	:30	5	\$1,200.00	1	0.00	NM	5	\$6,000.00
EARLY NEWS CHANGE IN START DATE TO 10/11 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/11/12 10/17/12 M--TF-- 5 \$1,200.00 0.00															
E 21	KSNV	10/13/12	10/13/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$675.00	1	0.00	NM	1	\$675.00
KSNV EARLY NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S- 1 \$675.00 0.00															
E 22	KSNV	10/11/12	10/15/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	M--TF--	:30	4	\$1,300.00	1	0.00	NM	4	\$5,200.00
JEOPARDY CHANGE IN START DATE TO 10/11 AND TP <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/11/12 10/17/12 M--TF-- 4 \$1,300.00 0.00															
E 23	KSNV	10/11/12	10/15/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	M--TF--	:30	5	\$1,300.00	1	0.00	NM	5	\$6,500.00
WHEEL OF FORTUNE CHANGE IN START DATE TO 10/11 AND TIME PERIOD <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/11/12 10/17/12 M--TF-- 5 \$1,300.00 0.00															
E 24	KSNV	10/13/12	10/13/12	Weekend Jeopardy/Wheel WKND Jeop/Wheel	CM	630-730pm	-----S-	:30	1	\$525.00	1	0.00	NM	1	\$525.00
JEOPARDY/ WHEEL OF FORTUNE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S- 1 \$525.00 0.00															
E 25	KSNV	10/15/12	10/15/12		CM	10-11pm	M-----	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Mon PR 10-11p Monday Prime 10-11pm SMASH <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 M----- 1 \$3,200.00 0.00															
E 26	KSNV	10/14/12	10/14/12	Sun PR 10-11p Sunday Prim 10-11pm	CM	10-11pm	-----S	:30	1	\$900.00	1	0.00	NM	1	\$900.00
LAW & ORDER <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S 1 \$900.00 0.00															
E 27	KSNV	10/11/12	10/15/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	M--TF--	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
NEWS 3 NIGHTSIDE CHANGE IN START DATE TO 10/11 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/11/12 10/17/12 M--TF-- 1 \$1,200.00 0.00															
E 28	KSNV	10/13/12	10/13/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
NEWS 3 NIGHTSIDE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S- 1 \$1,100.00 0.00															
E 29	KSNV	10/11/12	10/15/12	The Tonight Show Tonight Show	CM	1135p-1237a	M--TF--	:30	3	\$500.00	1	0.00	NM	3	\$1,500.00
TONIGHT SHOW W/ JAY LENO CHANGE IN START DATE TO 10/11 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/11/12 10/17/12 M--TF-- 3 \$500.00 0.00															
													Totals	91	\$59,025.00